

CCDA Strategic Goal #2

GOALS AND OBJECTIVES

Each of the following goals identifies desired end results to achieve in the next five years. The goals reflect the most important strategic issues for the CCDA as a whole, and while the goals are realistic and achievable, they seek to stretch and challenge CCDA.

Goal 2: Increase disability access awareness.

A large number of members of the disability community are not readily identifiable. As our population ages, mobility issues will affect a greater percentage of society and access will become even more important in the near future. Accessibility compliance is sometimes viewed as unnecessary and applicable to a very small minority of the population. Many small business owners view access compliance as either an unfunded mandate or a nuisance – not a civil right. Business owners, nonprofits, and other organizations are often unaware of the Americans with Disabilities Act (ADA) requirements - or if they are, what compliance looks like. This goal seeks to raise awareness of access issues and the tools available to assist businesses, nonprofits, schools, and the community to support changes to the built environment.

Objectives/Strategies:

1. Develop a public and culturally appropriate media /social awareness campaign to increase awareness and educate the general public, government agencies and elected officials.
2. Develop dialogue opportunities for the business, nonprofit, school, disability, and other communities.
3. Encourage collaboration between the Certified Access Specialist Program (CAsp) inspectors and the disability community and coordinate partnerships.